

KREAB

Brussels

Brexit practice



KREAB

WHO WE ARE

Kreab is a global public affairs and strategic communications company, advising corporations, governments and other organizations on issues of strategic importance in business, technology, finance and politics. Our experts are based in Brussels, London, European capitals and around the world so we can give advice on Brexit from an EU and UK perspective, or beyond.





Navigating Brexit is tricky business

On 23 June 2016, the British people in a nation-wide Brexit referendum voted in favour of leaving the European Union. As a result, the UK Government announced the UK would leave the EU on 29 March 2019.

The consequences of the UK's decision to leave the EU are far-reaching. They will directly impact UK and EU citizens and businesses. But Brexit also affects people, businesses or countries elsewhere. For some Brexit may create opportunities but for many Brexit brings a lot of uncertainty and presents numerous challenges.

Navigating Brexit is tricky business and requires sound political insight and policy expertise. By providing clear-cut analysis and strategic advice from both a UK and an EU perspective we can help you take informed decisions.

KREAB'S BREXIT PRACTICE

Our core Brexit team comprises former senior officials from the EFTA institutions, WTO, DG Trade, DG Taxud, DG FISMA, the Commission Secretariat-General, the Turkish Foreign Ministry, as well as former senior EU-facing officials in the UK Government, from the Foreign Office, the Treasury and the financial supervisory bodies.

Consequently, Kreab has deep expertise in the functioning of the European Economic Area Agreement, the Turkey-EU Customs Union, customs clearance and border controls, third country trade agreements and the WTO. Our consultants have operated at high levels within these structures. When this capability is combined with our extensive knowledge of financial services regulation, the digital economy, and energy, environmental and transport policy, we are able to guide our clients step-by-step through one of the most complex negotiations ever undertaken.

OUR SERVICES

Kreab has been actively advising businesses, industry associations and governments on the various models that are being discussed regarding the future relationship between the UK and the EU.

We provide the following services on Brexit:

Monitoring

Monitoring and day-by-day reporting on negotiations and the objectives of key actors in Brussels, London, the devolved administrations and EU capitals.

Analysis

Analysis and explanation of the direction of travel of Phases 1 and 2 of the negotiations.

Advice

Advice and support for contingency planning for businesses in different sectors that are particularly at risk from Brexit.

THE FAR-REACHING IMPACT OF BREXIT

Withdrawal Agreement: The UK's exit from the EU

Since the UK announced it would leave the EU, both sides have been engaged in negotiations for an orderly withdrawal. The key objectives are a deal on how to treat citizens, agree on a financial settlement, find a solution for the Irish border and lock in a time-limited transition period. The outcome of these negotiations hugely affects future EU-UK relations and impacts all stakeholders involved for years to come.

We can help you keep track of where the negotiations stand, looking from both the EU and the UK perspective. If a deal is found, and a no-deal scenario is avoided, we can help you analyse what this means for your business and provide strategic advice on what to do next.

Contingency planning: Preparedness for what Brexit may bring

To prepare for life after Brexit, numerous factors and often unknown variables need to be considered. These range across virtually all policy areas. Both the EU and the UK try to steer Brexit preparedness as much as possible by offering guidance. But since every situation is different, it is up to everyone or every business to make appropriate preparations.

A good preparation will make life after Brexit easier and can help turn challenges into opportunities. Our team of consultants has experience in an array of Brexit-affected policy areas and can help you prepare.



Future EU-UK relationship: Life after Brexit

Next to negotiating the UK's exit from the EU, the EU and the UK are also negotiating their future relationship. This future relationship is inextricably linked to a deal on the UK's exit from the EU and will likely be set out in a Political Declaration. Here, the EU and UK will lay out how they see their future cooperation on internal or external security, immigration, aviation, ... and their future economic relationship. Although immensely important, for now it remains largely unclear what the economic landscape will be after Brexit. Many options including a comprehensive free trade deal remain on the table. Any of these options will differently impact people, businesses or even third countries. And even once the new relationship is agreed, it will likely take several years of negotiating to settle on the details.



Sebastian Remøy

Executive Vice President, Public Affairs Worldwide. Head of Trade Competition & Digital.

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Sebastian is Executive Vice President of Public Affairs for Kreab globally, and he heads the Trade, Competition and Digital Policy team in Brussels. He is currently also heading advice to clients on Brexit. Sebastian previously coordinated the European Free Trade Association's co-operation with the EU on its Internal Market Strategy, enlargement and EU institutional reform. Prior to that, he was a trade advisor at the US embassy in London and Deputy Head of the US embassy's commercial section in Oslo. Sebastian has also worked in Washington, first at the Centre for Strategic and International Studies, and then in the US Congress advising House and Senate committees on EU and Japanese trade and industrial policy. Furthermore, Sebastian is Brexit coordinator for the Trans-Atlantic Business Council.



Clara Brück - Director

Clara leads public affairs and political advocacy projects on behalf of clients on trade, foreign affairs, environment and energy policy issues. Before joining Kreab, she worked in the unit for trade relations with Latin America at the European Commission's Directorate-General (DG) for Trade. She also has experience in the European Parliament, and as a student research assistant. Clara studied Political Science with Economics at the University of Mannheim and holds an MSc with Distinction in International Relations from the London School of Economics.





David Reed - Senior Partner, Head of The Financial Policy Advisers Network

David has a portfolio of senior management roles in the European public affairs industry, and has advised over 50 of the world's largest financial institutions and trade associations on their public affairs strategy, stakeholder engagement, and reputation management activities across Europe, the UK and globally. He leads Kreab's Financial Services Practice and is the Senior Partner of the Financial Policy Advisers Network. David has worked at the European Commission, the Financial Services Authority, McKinsey & Company, and Campbell Lutyens.



Mark Foster - Partner

Mark has extensive experience advising international financial services companies on EU policy and politics, with a specialisation in EU prudential/banking legislation, and leads our Banking team. He is Vice Chair of the American Chamber of Commerce's financial services committee. Before Kreab, Mark held senior roles in the UK Permanent Representation as well as in the European Parliament. He holds an MA in languages and EU studies from the University of Edinburgh and an MSC in EU and international relations from the IHEI in Nice.



Michele Morena - Partner

Michele is an experienced and strategic government relations expert with over 10 years of achieving positive legislative and regulatory outcomes, with an in-depth knowledge and practical experience of European Union and member state policies and their impact on business. During his career in prominent EU Public Affairs Agencies, he has advised various blue-chip corporations and gained extensive expertise in the area of financial services with a focus on markets and infrastructure policies.



Julien David - Director

A French national, Julien is part of Kreab's Financial Services and Macroeconomic teams, as well as the transversal Kreab Brexit task force. As part of the Financial Services and Macroeconomic teams, Julien is a project leader for clients ranging from trade associations to asset managers, financial market infrastructures and national promotional banks, as well as international investment banks. As part of the Brexit task force, Julien coordinates the day-to-day coverage and reporting of Brexit developments to clients, as well as targeted advice and engagement where required. Before joining Kreab, Julien worked as a Public Affairs Adviser in a French consultancy, both in Paris and Brussels, for over four years and a half. Julien holds a MA in Public Affairs and Interest Representation from Sciences Po Bordeaux, in partnership with the Laval University of Quebec, as well as a Diploma of Sciences Po Bordeaux.



Roderick Abbott - Senior Advisor

Roderick was Deputy Director General at the World Trade Organisation from 2002 to 2005, Deputy Director General in DG Trade at the European Commission and EC Ambassador and Head of Delegation in Geneva. Roderick spent more than 40 years working in the GATT multilateral trade system, first in London with the British government and then in Brussels and Geneva with the European Commission. Roderick currently works at the trade policy think tank ECIPE in Brussels and has written policy papers on the Doha Round (2009) and on the WTO Dispute Settlement system (2007). He has been a Visiting Fellow at the London School of Economics and at the European University Institute in Florence. Previously he was Board of the Graduate Institute in Geneva, and has lectured at the World Trade Institute in Berne.



Vasco Cal - Senior Advisor

Vasco was an economic adviser to President of the European Commissions, Jose Manuel Durrao Barroso, in the Bureau of European Policy Advisers-BEPA, where he was responsible for economic policy issues, in particular prospective studies linked to the reform of the European budget. Prior to this position, Vasco was Member of Cabinet of the Commissioner for Budget and Financial Programming, Dalia Grybauskaité, and Member of Cabinet of the Commissioner for Justice and Home Affairs, António Vitorino. Vasco was also Principal Administrator at DG REGIO and acted as General coordinator of the Second and Third Cohesion Reports of the European Commission. During his career, Vasco has also served as a Member of the European Economic and Social Committee and as Director of European Affairs in CGTP-IN – General Confederation of Portuguese Workers.



Martin Hatfull - Senior Advisor

Senior Adviser since June 2017. From 2013-16, International Public Affairs Director at Diageo plc, leading the global public affairs team and acting as counsel to CEO and Chairman. Previously, a long career as a senior UK diplomat. Strengths in public policy, government relations, political risk and strategy. Particular expertise in East Asia, serving as Ambassador to Indonesia and ASEAN and Minister (DCM) in Japan; and the EU, with several EU-focussed roles in London, Brussels and Rome. Martin speaks Japanese, French and Italian, and some Indonesian and Finnish.



Sven Norberg - Senior Advisor

Sven was a Director in DG Competition at the European Commission, where he was in charge of applying EU anti-trust rules to the consumer goods and capital goods sectors. Before joining the European Commission, Sven was Director of Legal Affairs at the European Free Trade Association – EFTA, and later served as a Judge at the EFTA Court. Prior to that, Sven was a Judge of Appeal in the Swedish Judiciary and a Permanent Secretary in the Ministry of Commerce.



Michael Lux - Senior Advisor

Michael Lux is a customs expert, who began his career in the German customs administration in 1974. In 1978, he joined the Ministry of Finance in Bonn as the deputy head of the 'Customs Tariff' unit. He then worked at the European Commission for 25 years. In 1987 he joined the customs Directorate of the European Commission acting firstly as head of the 'TARIC' unit where he was in charge of creating and managing the EU database for customs tariff and other external trade measures. He later headed the 'Economic Tariff Questions' unit, being in charge of tariff quotas, tariff suspensions and customs procedures with economic impact. In 1998 he was nominated head of the 'Common Customs Tariff' unit (which included the responsibility for tariff quotas and tariff suspensions), and later became the head of the 'Customs Legislation' unit. As head of the 'Customs Procedures' unit, he has carried responsibility for all customs procedures (including inward processing) and business process modelling until January 2012.



Selim Küneralp - Senior Advisor

Selim was Deputy Secretary General of the International Energy Charter, Head of the Permanent Delegation of Turkey to the World Trade Organisation (WTO) and Head of the Permanent Delegation of Turkey to the European Union. Prior to that, Selim was Chairman of the Energy Charter Conference. Throughout his career in the Turkish Ministry of Foreign Affairs, Selim was the Turkish Ambassador to South Korea and Sweden and the Deputy Undersecretary for Economic Affairs, Director General for Policy Planning and Director General for the European Union.

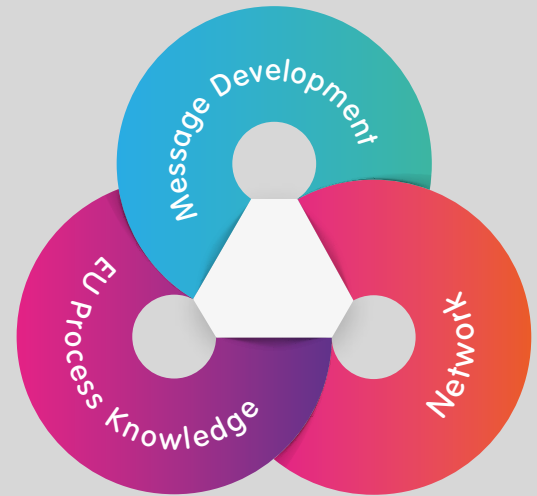
MORE ABOUT KREAB

EXPLAINING COMPLICATED MATTERS IN A SIMPLE WAY

In a world of constant change Kreab supports clients to manage their position and reputation across markets and audiences. Trends such as globalisation and digitalisation pose fundamental challenges to society. In this increasingly complex world, we firmly stick to the business concept which has kept us relevant for five decades; the importance of explaining complicated matters in a simple way.

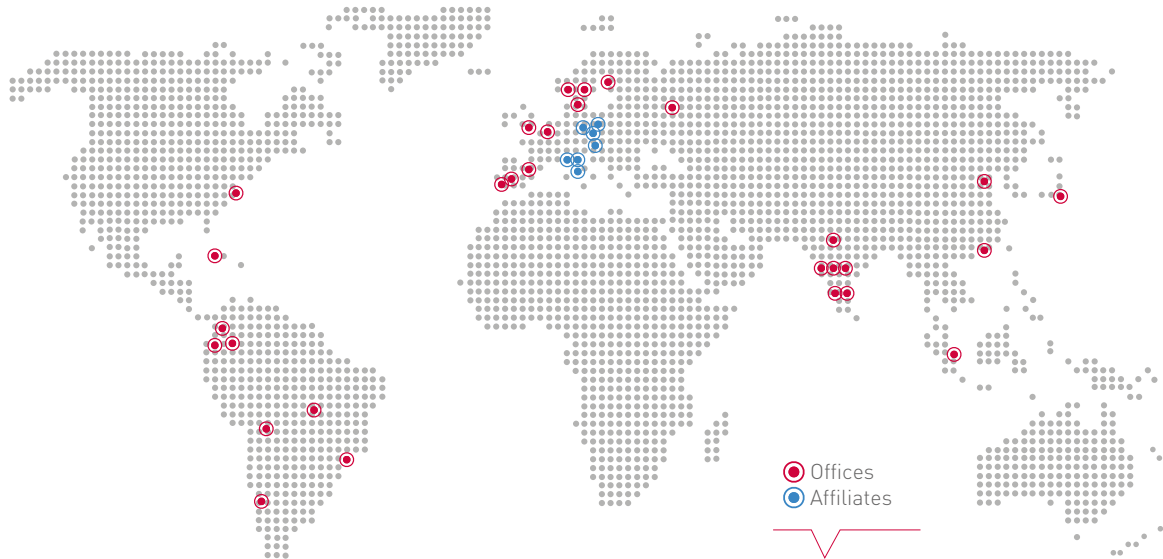
OUR VALUES AND WHAT WE DO

Effective and consistent communication builds on knowledge and trust. It strengthens, adds and protects the long-term value of your business. Kreab Brussels helps you navigate through the complex maze of EU policies, decision-making structures and procedures. At Kreab, we help clients analyse the impact of policy on their business and create opportunities to voice their interests. We know how to influence decisions by engaging with the right people, the right message, at the right time.



Message development
Profile-raising campaigns
Advocacy campaigns
European affairs
Government relations
Intelligence gathering
Opinion building
Policy monitoring
Regulatory issues
Grassroots campaigns

CREATING VALUE THROUGH COMMUNICATION



KREAB

KREAB Brussels

Since 1992 Kreab's Brussels office has firmly established its reputation as a trusted partner to both the public sector and private stakeholders, making them dynamic and effective actors within the EU arena and beyond.

Kreab is a leading worldwide specialist in financial, corporate and public affairs communications, with over 400 professionals of 40 nationalities serving more than 500 clients in 25 countries. Operation in the world's key business centres, we have a network of offices in Europe, Asia, the Middle East, North America, and South America.



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